

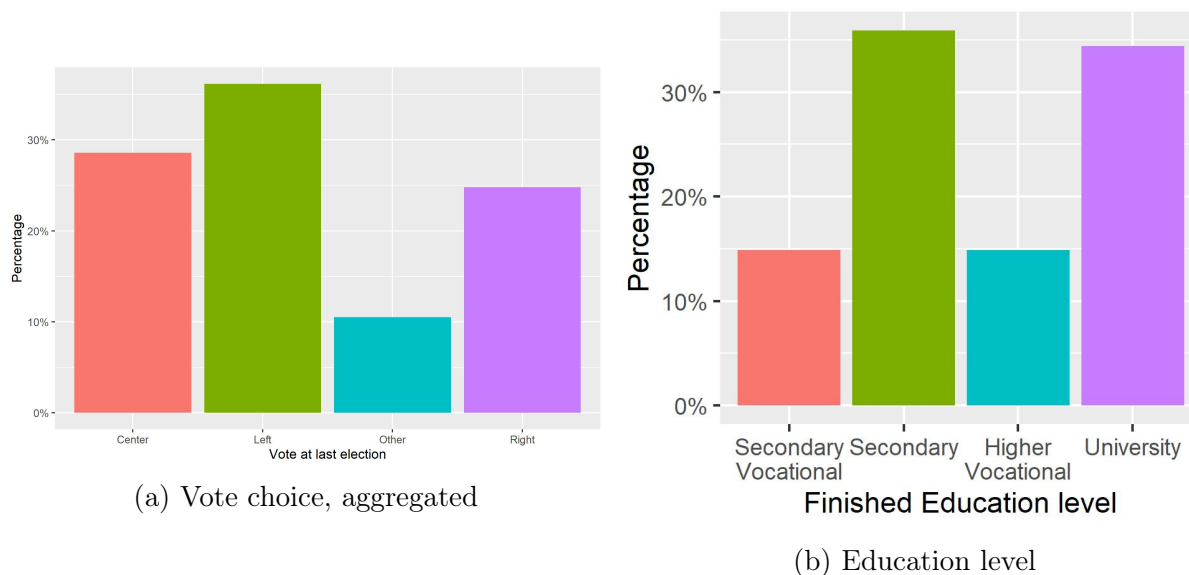
1 Supplemental Material

A Descriptive statistics

Table A1: Descriptive statistics

Statistic	N	Mean	St. Dev.	Min	Max
Political knowledge	343	0.008	0.978	-2.127	1.540
Political cynicism	343	0.000	1.000	-2.318	2.560
Political interest	343	0.000	1.000	-1.984	1.688
Agreeableness	343	-0.000	1.000	-2.825	2.898

Figure A1: Descriptives of education level and voting behaviour



A.1 Validation of stimuli

We asked 23 students – blind to the expectations of our study – to evaluate the slant of the antiestablishment and proestablishment message on a scale from proestablishment (0) to antiestablishment (10). Antiestablishment messages were evaluated as antiestablishment ($M=2.55$; $SD=1.22$). Similarly the proestablishment messages were

evaluated as proestablishment (M=8.45; SD=1.14). A paired sample t-tests confirm that the evaluation of the messages significantly differ from each other ($t=13.45$, $p<.001$).

B Regression analysis measuring difference between the two treatments

Table A2: Multilevel regression models measuring difference between proestablishment and antiestablishment treatment

	Corrugator	Cor(winsorized)
Intercept	98.777*	97.972*
	(3.133)	(2.648)
Proestablishment	0.703	0.766
	(2.770)	(2.348)
seconds in exp	0.001	-0.014
	(0.013)	(0.010)
seconds in treatment	-0.095	-0.080
	(0.272)	(0.231)
AIC	159568.208	150647.763
BIC	159614.722	150694.301
Log Likelihood	-79778.104	-75317.882
Num. obs.	17195	17262
Num. groups: study_respondent	343	344
Var: study_respondent (Intercept)	641.869	464.054
Var: Residual	578.874	331.524

* $p < 0.0097$

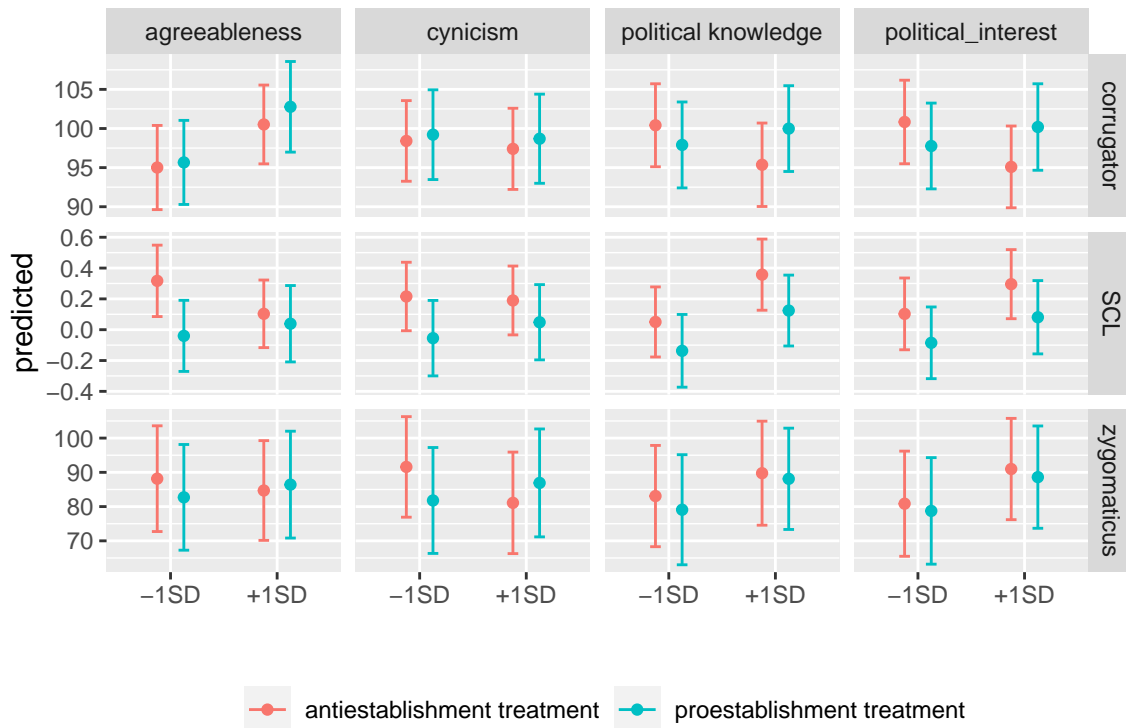
Table A3: Multilevel regression models measuring difference between proestablishment and antiestablishment treatment

	Zygomaticus	Zyg(winsorized)	SCL
Intercept	76.756*	81.213*	0.274
	(7.880)	(3.794)	(0.135)
Proestablishment	-2.537	0.489	-0.207
	(5.747)	(2.775)	(0.118)
seconds in exp	0.117*	0.019	0.001*
	(0.034)	(0.012)	(0.000)
seconds in treatment	0.896	0.352	-0.018
	(0.730)	(0.352)	(0.012)
computer1	3.931	1.675	
	(7.868)	(3.800)	
computer2	37.747*	26.185*	
	(7.672)	(3.704)	
seconds sq			-0.000*
			(0.000)
seconds sq3			0.000*
			(0.000)
AIC	112095.576	90430.884	79220.934
BIC	112153.580	90488.888	79301.651
Log Likelihood	-56039.788	-45207.442	-39602.467
Num. obs.	10410	10410	178010
Num. groups: study_respondent	207	207	360
Var: study_respondent (Intercept)	1650.774	390.609	1.243
Var: Residual	2595.317	319.491	0.090

* $p < 0.0097$

C Interactions between treatment and moderators

Figure A2: Predictions of interactions between treatment and covariates



The remainder of this section presents the regression tables on which Appendix Figure A2 is based.

D Regression tables for effects per segment of treatments

Table A4: Multilevel regression models predicting difference in physiological between the treatments in interaction with moderator

	Corrugator	Zygomaticus	SCL
(Intercept)	99.037*	76.521*	0.276
	(3.122)	(7.926)	(0.135)
condition2pro-politics	1.145	-1.991	-0.205
	(2.764)	(5.879)	(0.118)
agreeableness	2.644	-1.754	-0.109
	(1.859)	(4.279)	(0.081)
sync.units	0.001	0.117*	0.001*
	(0.013)	(0.034)	(0.000)
syncs	-0.139	0.899	-0.018
	(0.272)	(0.733)	(0.012)
condition2pro-politics:agreeableness	1.018	3.509	0.149
	(2.748)	(6.228)	(0.120)
factor(computer)1		3.959	
		(7.958)	
factor(computer)2		37.901*	
		(7.712)	
sync.sq			-0.000*
			(0.000)
sync.sq3			0.000*
			(0.000)
AIC	159560.618	112089.646	79229.125
BIC	159622.637	112162.151	79330.021
Log Likelihood	-79772.309	-56034.823	-39604.563
Num. obs.	17195	10410	178010
Num. groups: study_respondent	343	207	360
Var: study_respondent (Intercept)	635.561	1666.279	1.243
Var: Residual	578.875	2595.282	0.090

* $p < 0.0097$

Table A5: Multilevel regression models predicting difference in physiological between the treatments in interaction with moderator

	Corrugator	Zygomaticus	SCL
(Intercept)	98.741*	77.565*	0.268
	(3.153)	(7.890)	(0.136)
condition2pro-politics	0.725	-1.900	-0.208
	(2.780)	(5.765)	(0.118)
cynicism	-0.494	-6.008	0.013
	(1.884)	(4.033)	(0.080)
sync.units	0.001	0.117*	0.001*
	(0.013)	(0.034)	(0.000)
syncs	-0.094	0.722	-0.018
	(0.275)	(0.737)	(0.012)
condition2pro-politics:cynicism	0.295	8.436	-0.067
	(2.889)	(6.143)	(0.124)
factor(computer)1		3.432	
		(7.868)	
factor(computer)2		38.452*	
		(7.687)	
sync.sq			-0.000*
			(0.000)
sync.sq3			0.000*
			(0.000)
AIC	159565.630	112087.558	79230.680
BIC	159627.649	112160.063	79331.576
Log Likelihood	-79774.815	-56033.779	-39605.340
Num. obs.	17195	10410	178010
Num. groups: study_respondent	343	207	360
Var: study_respondent (Intercept)	645.574	1647.215	1.249
Var: Residual	578.874	2595.300	0.090

* $p < 0.0097$

Table A6: Multilevel regression models predicting difference in physiological between the treatments in interaction with moderator

	Corrugator	Zygomaticus	SCL
(Intercept)	99.137*	75.812*	0.252
	(3.150)	(7.892)	(0.136)
condition2pro-politics	0.465	-2.845	-0.201
	(2.773)	(5.770)	(0.118)
political_interest	-2.749	5.752	0.097
	(1.937)	(4.156)	(0.082)
sync.units	0.001	0.117*	0.001*
	(0.013)	(0.034)	(0.000)
syncs	-0.115	0.875	-0.017
	(0.273)	(0.728)	(0.012)
condition2pro-politics:political_interest	3.898	-0.668	-0.013
	(2.777)	(5.798)	(0.118)
factor(computer)1		3.629	
		(7.849)	
factor(computer)2		39.391*	
		(7.712)	
sync.sq			-0.000*
			(0.000)
sync.sq3			0.000*
			(0.000)
AIC	159563.475	112086.791	79228.842
BIC	159625.494	112159.296	79329.738
Log Likelihood	-79773.737	-56033.396	-39604.421
Num. obs.	17195	10410	178010
Num. groups: study_respondent	343	207	360
Var: study_respondent (Intercept)	641.154	1641.058	1.242
Var: Residual	578.875	2595.241	0.090

* $p < 0.0097$

Table A7: Multilevel regression models predicting difference in physiological between the treatments in interaction with moderator

	Corrugator	Zygomaticus	SCL
(Intercept)	98.617*	76.607*	0.262
	(3.138)	(7.900)	(0.135)
condition2pro-politics	0.684	-3.578	-0.210
	(2.770)	(5.788)	(0.117)
polknow	-2.690	4.123	0.154
	(1.991)	(4.062)	(0.083)
sync.units	0.001	0.117*	0.001*
	(0.013)	(0.034)	(0.000)
syncs	-0.075	0.917	-0.017
	(0.273)	(0.732)	(0.012)
condition2pro-politics:polknow	3.743	0.447	-0.023
	(2.833)	(5.841)	(0.118)
factor(computer)1		4.017	
		(7.866)	
factor(computer)2		38.531*	
		(7.697)	
sync.sq			-0.000*
			(0.000)
sync.sq3			0.000*
			(0.000)
AIC	159563.661	112088.018	79225.324
BIC	159625.680	112160.523	79326.220
Log Likelihood	-79773.831	-56034.009	-39602.662
Num. obs.	17195	10410	178010
Num. groups: study_respondent	343	207	360
Var: study_respondent (Intercept)	641.631	1649.475	1.229
Var: Residual	578.875	2595.304	0.090

* $p < 0.0097$

Table A8: Multilevel regression models predicting difference in physiological between the treatments in interaction with moderator

	Corrugator	Zygomaticus	SCL
(Intercept)	102.664*	76.761*	0.260
	(4.170)	(9.587)	(0.175)
condition2pro-politics	-2.465	-7.396	-0.266
	(4.628)	(8.955)	(0.192)
educationSecondary Vocational	-1.043	-16.266	-0.217
	(5.758)	(18.310)	(0.233)
educationHigher Vocational	-5.027	-1.847	0.127
	(5.771)	(14.392)	(0.255)
educationUniversity	-7.418	1.609	0.054
	(4.611)	(9.292)	(0.202)
sync.units	0.001	0.117*	0.001*
	(0.013)	(0.034)	(0.000)
syncs	-0.143	0.955	-0.016
	(0.275)	(0.740)	(0.012)
condition2pro-politics:educationSecondary Vocational	6.011	30.576	0.379
	(8.606)	(23.372)	(0.357)
condition2pro-politics:educationHigher Vocational	3.918	4.840	-0.060
	(8.603)	(20.006)	(0.371)
condition2pro-politics:educationUniversity	5.054	4.558	0.016
	(6.610)	(12.988)	(0.284)
factor(computer)1		3.834	
		(7.983)	
factor(computer)2		37.921*	
		(8.172)	
sync.sq			-0.000*
			(0.000)
sync.sq3			0.000*
			(0.000)
AIC	159544.996	112064.168	79237.685
BIC	159638.024	112165.675	79378.939
Log Likelihood	-79760.498	-56018.084	-39604.842
Num. obs.	17195	10410	178010
Num. groups: study_respondent	343	207	360
Var: study_respondent (Intercept)	645.215	1684.517	1.257
Var: Residual	578.874	2595.328	0.090

* $p < 0.0097$

Table A9: Multilevel regression models predicting difference in physiological between the treatments in interaction with moderator

	Corrugator	Zygomaticus	SCL
(Intercept)	97.930*	85.392*	0.331
	(4.069)	(9.672)	(0.176)
condition2pro-politics	1.519	-8.072	-0.373
	(4.550)	(9.367)	(0.200)
votechoice_lr2Center	0.157	-14.880	-0.277
	(4.840)	(9.948)	(0.210)
votechoice_lr2Right	-3.320	-7.158	-0.021
	(5.100)	(12.427)	(0.229)
votechoice_lr2PRR	9.144	-25.324	-0.504
	(10.837)	(25.205)	(0.421)
votechoice_lr2Other	6.934	-15.501	0.382
	(6.238)	(12.883)	(0.272)
sync.units	0.000	0.117*	0.001*
	(0.013)	(0.034)	(0.000)
syncs	-0.050	0.910	-0.018
	(0.272)	(0.744)	(0.012)
condition2pro-politics:votechoice_lr2Center	-5.079	13.794	0.428
	(6.876)	(14.317)	(0.295)
condition2pro-politics:votechoice_lr2Right	4.284	-0.371	0.179
	(7.466)	(16.441)	(0.328)
condition2pro-politics:votechoice_lr2PRR	34.002	36.008	0.835
	(16.915)	(49.183)	(0.666)
condition2pro-politics:votechoice_lr2Other	-9.965	-6.311	-0.148
	(9.868)	(20.474)	(0.417)
factor(computer)1		4.230	
		(8.042)	
factor(computer)2		38.230*	
		(7.902)	
sync.sq			-0.000*
			(0.000)
sync.sq3			0.000*
			(0.000)
AIC	159522.989	112048.374	79234.522
BIC	159631.523	112164.382	79395.955
Log Likelihood	-79747.495	-56008.187	-39601.261
Num. obs.	17195	10410	178010
Num. groups: study_respondent	343	207	360
Var: study_respondent (Intercept)	625.388	1675.017	1.241
Var: Residual	578.874	2595.237	0.090

* $p < 0.0097$

Table A10: Multilevel regression models predicting physiological activity in the proestablishment treatment

	Corrugator	Zygomaticus	SCL
Intercept	103.537*	82.698*	0.132
	(4.593)	(9.541)	(0.122)
differences	8.641*	-14.148*	0.003
	(1.812)	(4.719)	(0.012)
perspective	2.595	-5.882	0.010
	(1.244)	(3.242)	(0.006)
music-in	-1.297	7.704	-0.011
	(1.323)	(3.447)	(0.006)
music-out	14.319*	-9.186	0.024
	(3.022)	(7.876)	(0.020)
people first	6.738*	-11.014*	-0.014
	(1.619)	(4.217)	(0.010)
proud	10.387*	-15.435*	0.008
	(1.996)	(5.193)	(0.014)
solve problems	9.425*	-1.866	0.000
	(2.453)	(6.386)	(0.017)
work hard	5.047*	-9.524	0.007
	(1.653)	(4.308)	(0.008)
seconds in exp	-0.357*	0.580	0.000
	(0.094)	(0.245)	(0.000)
seconds in treatment	-0.027	1.015	-0.017
	(0.425)	(0.891)	(0.012)
seconds sq			0.000
			(0.000)
seconds sq3			-0.000
			(0.000)
AIC	75458.626	55300.508	7236.618
BIC	75549.817	55385.764	7377.238
Log Likelihood	-37716.313	-27637.254	-3603.309
Num. obs.	8223	5209	87083
Num. groups: study_respondent	161	102	173
Var: study_respondent (Intercept)	681.553	1505.836	0.622
Var: Residual	521.244	2236.391	0.062

* $p < 0.0097$

Table A11: Multilevel regression models predicting physiological activity in the antiestablishment treatment

	Corrugator	Zygomaticus	SCL
Intercept	103.578*	60.033*	0.183
	(4.630)	(12.442)	(0.202)
ignore-1	-3.389	11.459*	-0.005
	(1.485)	(4.206)	(0.011)
ignore-2	0.194	0.466	-0.009
	(1.401)	(3.968)	(0.008)
music-in	-3.965	6.509	0.025
	(2.210)	(6.255)	(0.015)
music-out	0.600	0.767	-0.003
	(2.982)	(8.444)	(0.017)
remove elite	0.321	5.377	0.044*
	(2.108)	(5.966)	(0.014)
ignore-3	-2.170	2.731	0.019
	(1.402)	(3.968)	(0.008)
shame	1.040	-4.049	-0.007
	(1.566)	(4.435)	(0.010)
time for change	1.301	-5.009	0.000
	(1.900)	(5.381)	(0.012)
seconds in exp	-0.124	0.195	0.003*
	(0.112)	(0.317)	(0.000)
seconds in treatment	-0.148	4.398*	-0.020
	(0.354)	(1.006)	(0.019)
seconds sq			-0.000*
			(0.000)
seconds sq3			0.000*
			(0.000)
AIC	83992.462	56612.091	63232.547
BIC	84084.786	56697.326	63373.814
Log Likelihood	-41983.231	-28293.045	-31601.273
Num. obs.	8972	5201	90927
Num. groups: study_respondent	182	105	187
Var: study_respondent (Intercept)	610.726	2153.561	1.823
Var: Residual	629.472	2916.454	0.115

* $p < 0.0097$